

## **Unit 1 Content and Vocabulary - Review**

### **Ch. 1**

p.11-12 - Marketing Functions

p. 17 - Understanding the Marketing Concept, p. 20- awareness of the 5 P's - Marketing Mix

### **Ch. 2**

#### **5 Business Functions**

- Administration and Management
- Operations
- Production
- Accounting/Finance
- Marketing

#### **The Changing Role of Marketing**

- Production Emphasis
- The Sales Emphasis
- The Marketing Department Emphasis
- The Marketing Concept

### **Ch. 3**

Impact of Marketing: Positive and Negative

- Business
- Individuals
- Society

Marketing Solves Problems

- Public Service Announcements
- Helps Match Supply with Demand,
- Ethical Decisions
- Social Responsibility

Be able to analyze a Ethical Dilemma and identify the correct action based on the values and norms we identified.